

Appl. No. 09/921,003  
Reply to Office Action Oct. 3, 2006

**Listing of Claims:**

1. (original) A computer program product including:  
means for comparing a URL, title and/or content of an online site viewed by a user with a first index of keywords relating to a plurality of subject matter categories, to determine any subject matter categories to which the online site relates;  
means for cross-referencing any determined subject matter categories with a second index of alternative online sites categorised by subject matter, in order to determine any alternative online sites in the same or similar category; and  
means for displaying any determined alternative online sites to the user.
2. (original) The computer program product of claim 1 wherein the first and second indexes are contained in a database remote from the computer program product.
3. (original) The computer program product of claim 1 further including:  
means for determining a geographic locality relating to the user; and  
means for determining any alternative sites in the same or a proximate geographical locality to that relating to the user, so that the displaying means displays any of the determined alternative sites in the same or a similar subject matter category, that are also in the same or a proximate geographical locality.
4. (original) The computer program product of claim 2 further including:  
means for determining a geographic locality relating to the user; and  
means for determining any alternative sites in the same or a proximate geographical locality to that relating to the user, so that the displaying means displays any of the determined alternative sites in the same or a similar subject matter category, that are also in the same or a proximate geographical locality.
5. (original) A method of comparative advertising in an online environment including the steps of:

Appl. No. 09/921,003  
Reply to Office Action Oct. 3, 2006

analysing an online site viewed by a user to identify subject matter;  
displaying to the user information relating to alternative online sites with the same or similar subject matter.

6. (original) The method of claim 5 further including the step of determining a geographical locality relating to the user and only displaying alternative sites in the same or a proximate geographical locality.

7. (original) The method of claim 6 wherein the geographical locality relating to the user is determined by analysing the user's electronic address and/or the address of the online site viewed by the user.

8. (original) The method of claim 5 wherein the analysis step is performed by analyzing the URL, title and/or content of the online site.

9. (original) The method of claim 5 wherein the information displayed to the user includes hyperlinks to the alternative online site(s).

10. (original) A method of comparative advertising in an online environment including the steps of:

analysing an online site viewed by a user to identify products advertised on the site;  
displaying to the user information relating to competing products on alternative online sites.

11. (original) The method of claim 10 wherein the analysis step is performed by analyzing the URL, title and/or content of the online site.

12. (original) The method of claim 9 wherein the information displayed to the user includes hyperlinks to the alternative online site(s).

Appl. No. 09/921,003  
Reply to Office Action Oct. 3, 2006

13. (original) The method of claim 10 wherein the displayed information includes a price of the competing product(s).

14. (original) The method of claim 13 further including the steps of:  
determining whether the competing product price is less than the price of the identified product on the online site viewed by the user, and

- (i) if less, displaying the competing product price to the user; or
- (ii) if not less, ascertaining a best price relating to the competing product and displaying the best price to the user or a value in-between.

Claims 15-33 (withdrawn)